

# Pop Quiz!

1. How old is Facebook founder Mark Zuckerberg?
2. What is the fastest growing age group on Facebook?

Social Media Starts Here!  
Facebook

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# Pop Quiz!

1. Mark Zuckerberg, born in 1984, is 26.
2. In 2009, the 55+ demographic grew 922.7%, adding 9 million users.

# Welcome to social media!

And to social networking...

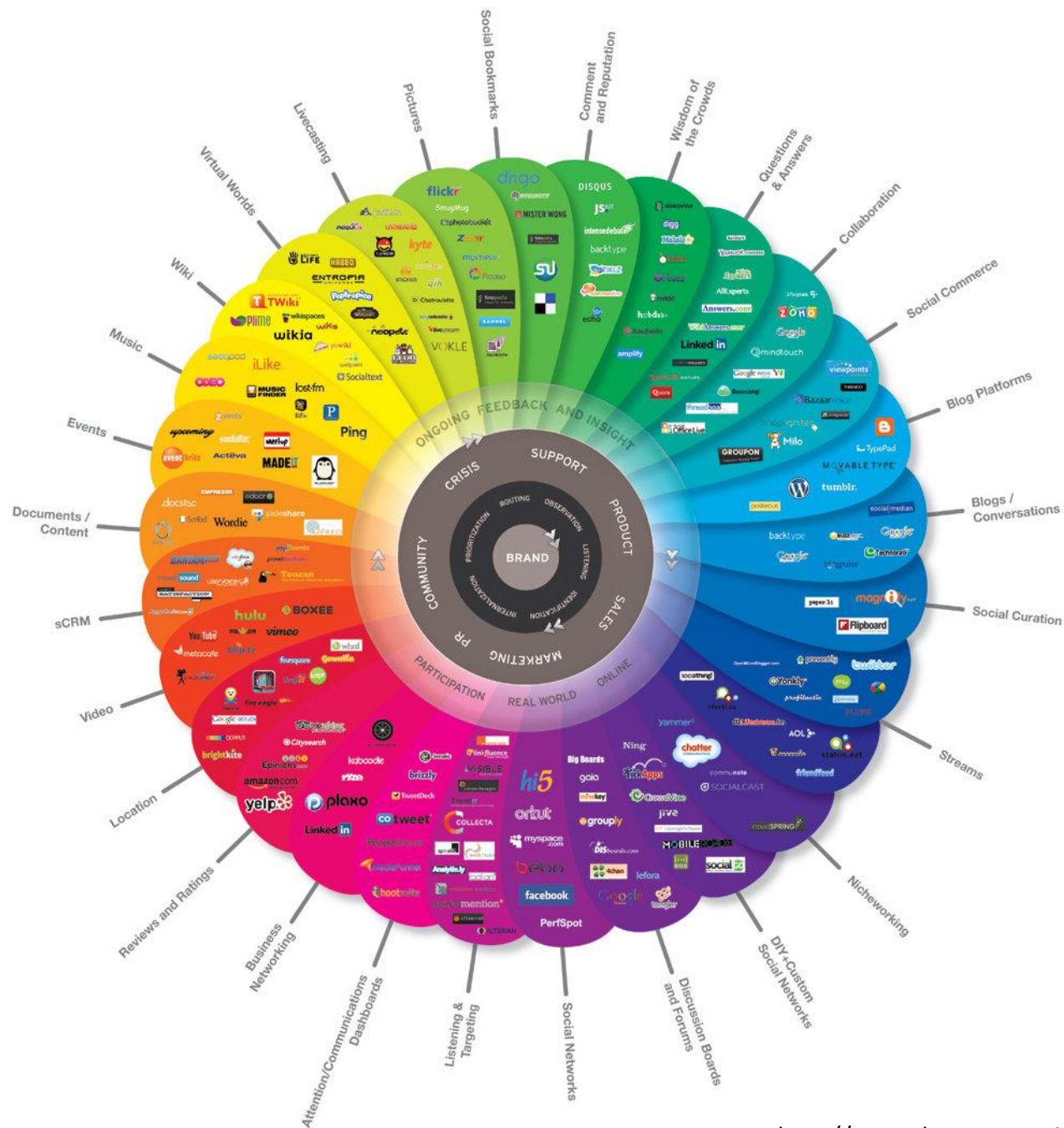
facebook



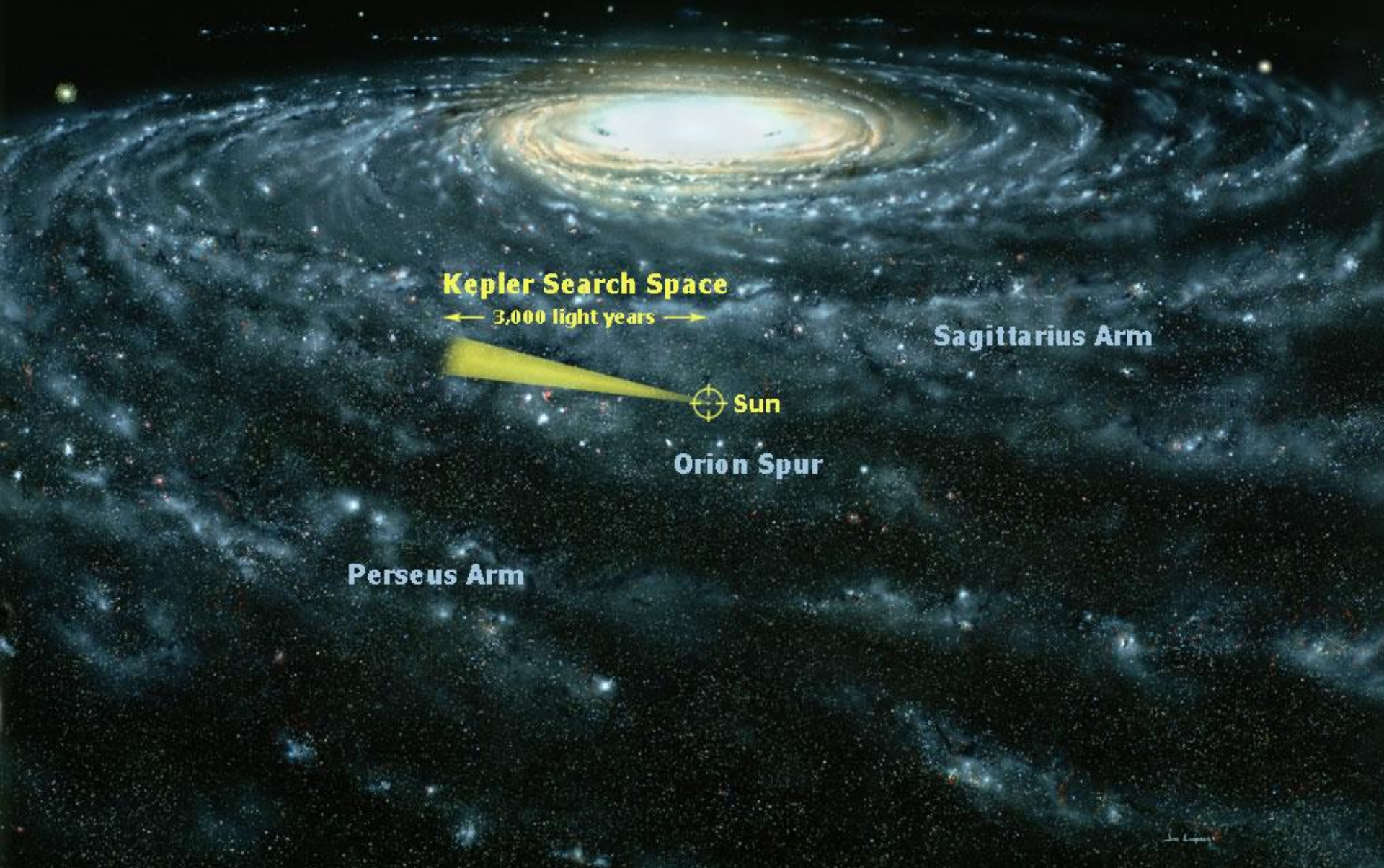
Let's take a  
look around

facebook





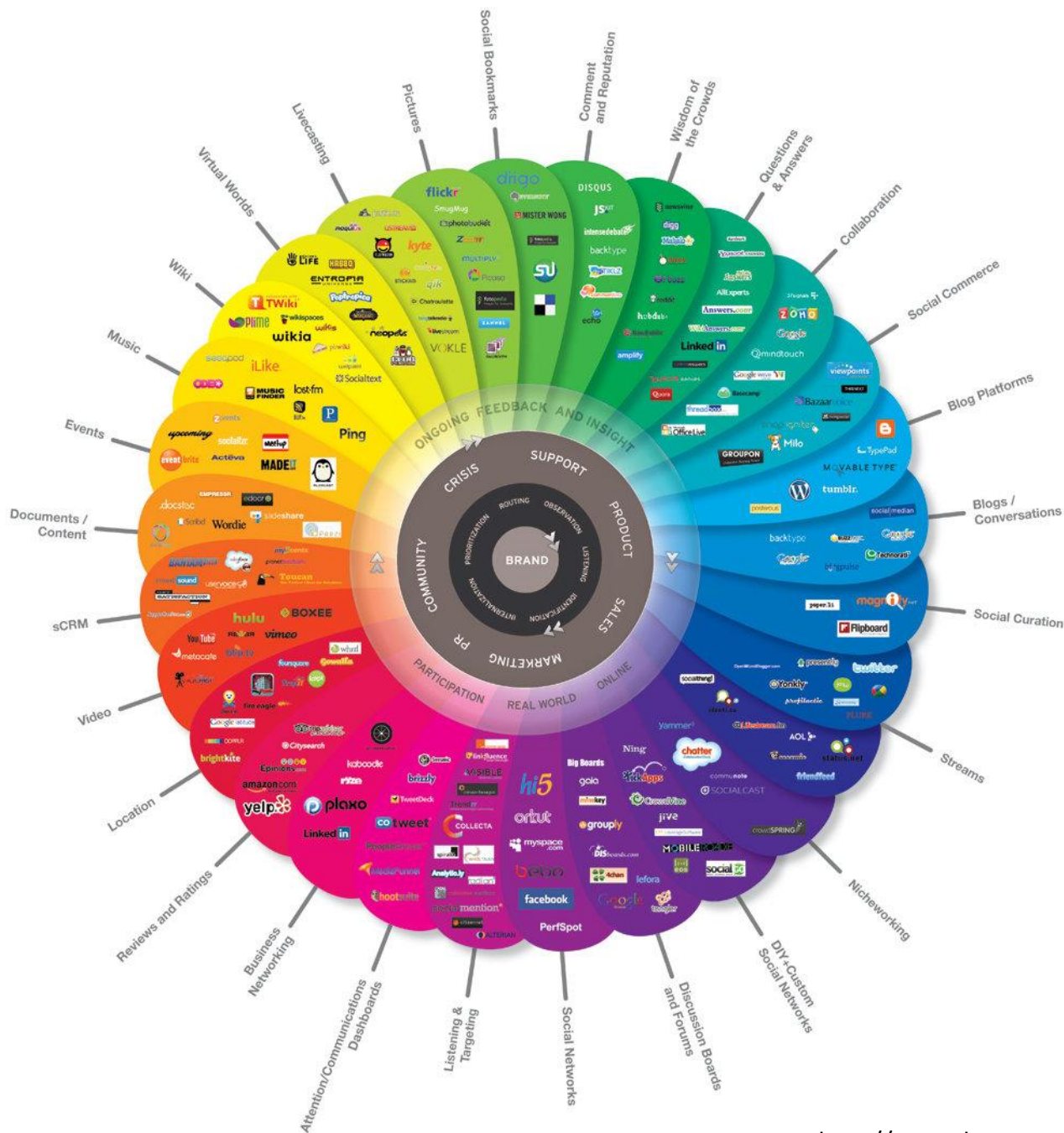
# *Milky Way Galaxy*

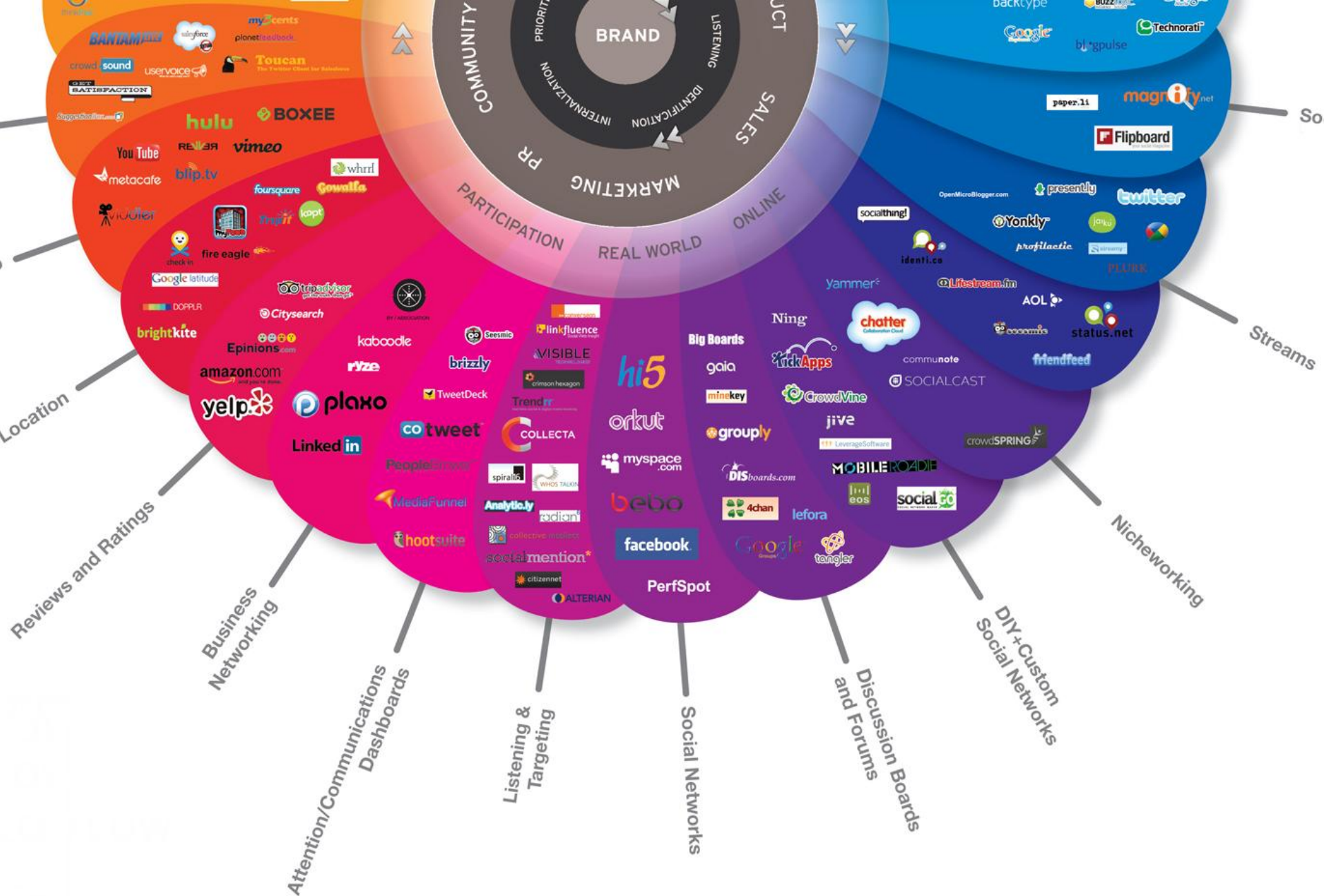


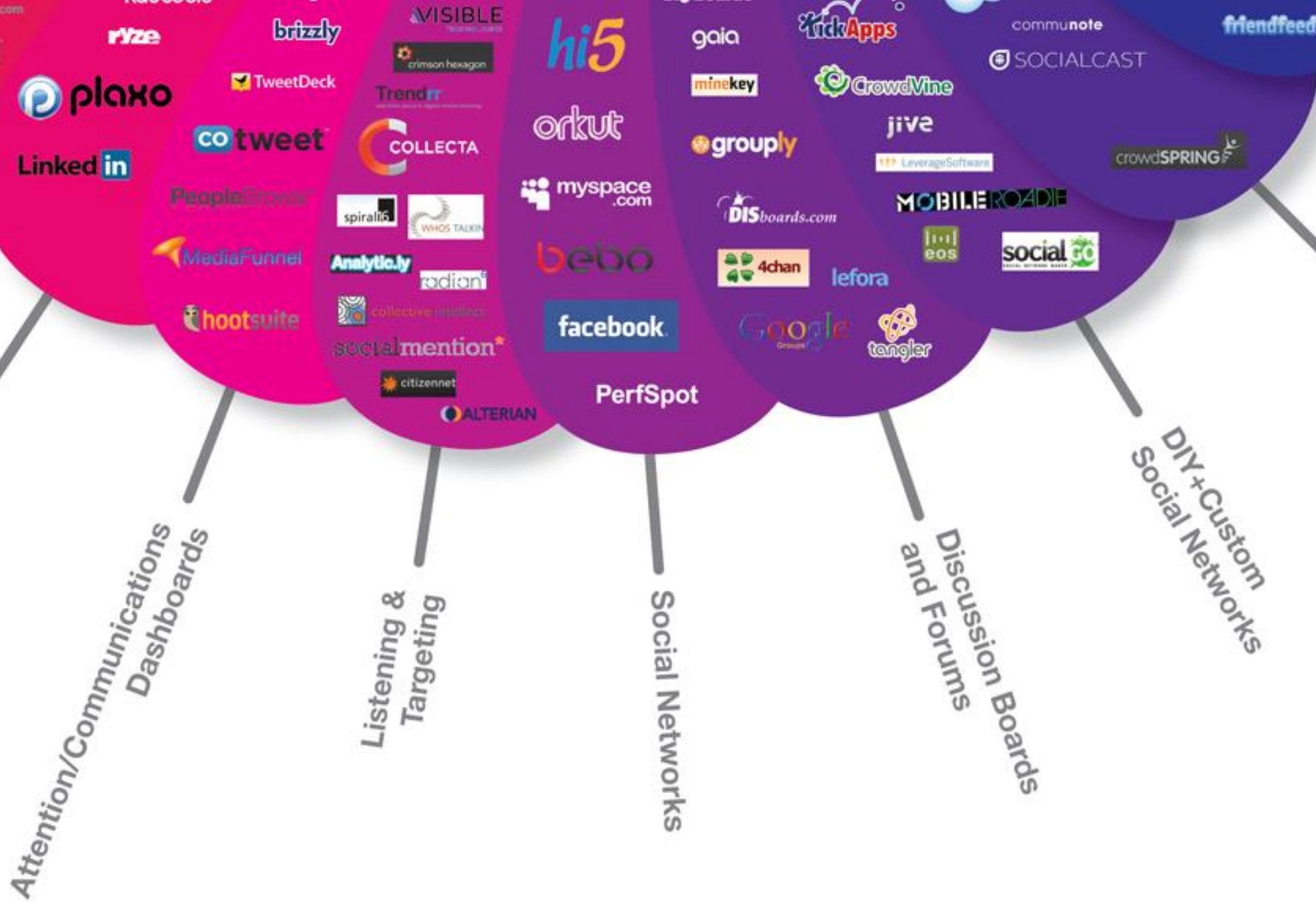
Feeling  
overwhelmed?



facebook







# Social Networks

Facebook,  
MySpace

A place to connect  
to friends...  
and to organizations,  
bands, business, etc.

facebook



# Quick Facebook Facts

- Launched in 2005 for college students, but quickly spread beyond the campus.
- 596 million users worldwide, Jan 2011, 147 million in the United States
- Average user, worldwide, is 28 years old. Average American user is 38.

# Global Facebook Connections

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**facebook**

# What we're learning today

- Finding Friends, “Like” Pages
- “Sharing” page messages
- Posting Status updates
- Posting Photos
- ECO Net group
- Personal versus Professional accounts
- Connection through applications



# Questions?

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